

Station WVBT-TV NORFOLK, VA.	Agency () AMERICAN MEDIA & ADVOCACY GROUP	Rep Firm
Advertiser () NATIONAL RIFLE ASSN	815 SLATERS LANE	Sales Office () PHILADELPHIA
Product NATIONAL RIFLE ASSN	ALEXANDRIA, VA 22314	Salesperson () ANJIE BRADY
Estimate# 3474	Agency C/P1/P2/E 137/490/3474	
Buyer AMAG MediaAssistant	Flight Dates 10/29/2012 - 11/05/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 24,500
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	730P-1130P	WORLD SERIES	:30	\$10,000.00	10/29-10/29	1	1	1	\$10,000.00	
Rating: 10.0 Buyline Comment: 174												
	2	SA	11P-1130P	WVBT NWS POST CLG FTBL	:30	\$1,500.00	11/03-11/03	1	1	1	\$1,500.00	
Rating: 3.0 Buyline Comment: 231												
	3	SU	12P-1P	FOX PREGAME TO REDSKINS	:30	\$2,000.00	11/04-11/04	1	1	1	\$2,000.00	
Rating: 3.5												
	4	SU	4P-430P	FOX REDSKINS POST GAME	:30	\$10,000.00	11/04-11/04	1	1	1	\$10,000.00	
Rating: 15.0												
	5	SU	1045P-11P	SPORTSWRAPWKND	:30	\$1,000.00	11/04-11/04	1	1	1	\$1,000.00	
Rating: 2.0 Buyline Comment: 229												

--REPORT TOTALS--

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Report Totals: 5 / \$24,500.00

---SALES MONTHLY TOTALS---

Nov 12: 5 / \$24,500.00
Sales Totals: 5 / \$24,500.00
Station Totals: 5 / \$24,500.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$76,563	CATV 0%	WAVY 36%	WGNT 3%	WPXV 0%	WTKR 24%
		WTVZ 0%	WVBT 32%	WVEC 5%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE